

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1 Claims 1-43 (canceled).

1 Claim 44 (new) A method of promoting and selling items,
2 comprising the steps of:
3 serving instructions over a communication network for
4 providing affinity-website creation information,
5 providing said affinity-website creation information and
6 sending said creation information over the
7 communications network in response to said
8 requesting, said creation information including
9 information describing an affinity organization;
10 automatically generating, based on said creation
11 information, an affinity website including a
12 plurality of affinity website web pages based on
13 said information, such that said affinity website
14 operates as a website representing the affinity
15 organization;
16 providing an e-tailing website comprising a plurality of
17 e-tailing web pages containing a plurality of items
18 for sale;
19 automatically embedding a hyperlink to one or more of
20 said e-tailing web pages in one or more of said
21 affinity website web pages;
22 serving said affinity website web pages to one or more of
23 a plurality of devices connected to said
24 communications network;
25 serving said e-tailing web pages to the one or more of
26 the devices when users of the devices access said e-
27 tailing web pages via said hyperlink, wherein said

28 e-tailing web pages are then displayed on said
29 devices utilizing said creation information, such
30 that said e-tailing web pages appear to be an e-
31 tailing website representing the affinity
32 organization;
33 receiving and processing orders for purchasing one or
34 more of said items.

1 Claim 45 (new): The method of claim 44 wherein said
2 instructions include a description of a plurality of website
3 templates from which to choose, wherein a website template
4 includes:

- 5 - one or more page content areas;
- 6 - one or more navigations; and
- 7 - one or more hyperlinks to said e-tailing website.

1 Claim 46 (new): The method of claim 44, further providing
2 the step of providing an update feature, wherein update
3 information is provided, via said communication network, such
4 that one or both of one or more pages of said affinity website
5 web pages and one or more pages of said e-tailing website web
6 pages as displayed are updated using said update information.

1 Claim 47 (new): The method of claim 44, wherein a
2 business system performs said method for a plurality of
3 additional affinity groups for providing each of said
4 additional affinity groups with a corresponding affinity group
5 website and a corresponding customized view of said e-tailing
6 website web pages according to the method.

1 Claim 48 (new): The method of claim 47, wherein said
2 creation information includes a desired domain name.

1 Claim 49 (new): The method of claim 47, wherein said
2 business system comprises a webserver for performing said
3 serving steps.

1 Claim 50 (new): The method of claim 44, wherein said
2 creation information includes a desired domain name.

1 Claim 51 (new): The method of claim 44, wherein one or
2 more of said items are products marketed as being affiliated
3 with and provided by said affinity organization.

1 Claim 52 (new): The method of claim 51, wherein said one
2 or more items are for pickup by the one or more of said users
3 who purchased said items at a location provided by the
4 affinity organization.

1 Claim 53 (new): The method of claim 44, wherein said one
2 or more items are sent to a location provided by the affinity
3 organization for pickup by the one or more of said users who
4 purchased said items.

1 Claim 54 (new): The method of claim 53, wherein a
2 plurality of said items purchased by different ones of said
3 users are packaged together for shipping to said location for
4 pickup by said different ones of said users.

1 Claim 55 (new): A method of promoting and selling items,
2 comprising the steps of:
3 a business system serving instructions to a member
4 computer, via a communications network, said
5 instructions for display to a member and for
6 requesting affinity-website creation information
7 from the member, wherein said instructions include a

8 description of a plurality of website templates from
9 which the member can choose;
10 said member providing said affinity-website creation
11 information to said member computer;
12 said member computer sending said creation information to
13 said server, via the communications network, in
14 response to said requesting, said creation
15 information including:
16 - a name of said affinity organization,
17 - information describing said affinity organization,
18 and
19 - a desired template chosen from said plurality of
20 website templates;
21 said business system automatically generating, based on
22 said creation information, a plurality of affinity
23 website web pages, based on said desired template,
24 for use as an affinity website, such that said
25 affinity website operates as a website representing
26 the affinity organization;
27 said business system providing an e-tailing web site
28 including a plurality of e-tailing web pages for
29 displaying information relating to items available
30 for purchase;
31 said business system automatically embedding a hyperlink
32 to one or more of said e-tailing web pages in one or
33 more of said affinity website web pages;
34 a webserver serving said affinity website web pages to
35 users of a plurality of devices connected to said
36 communications network; and
37 serving said e-tailing web pages to one or more of the
38 users accessing said e-tailing web pages via said
39 embedded hyperlink, wherein said e-tailing web pages
40 are then displayed to the one or more users
41 utilizing said creation information, such that said

42 e-tailing web pages appear to be an affinity
43 organization e-tailing website representing the
44 affinity organization;
45 wherein said business system comprises modules for
46 receiving and processing orders for one or more of
47 said items chosen for purchase by the one or more of
48 the users;
49 wherein said business system performs said method for a
50 plurality of additional affinity groups for
51 providing each of said additional affinity groups
52 with a corresponding affinity group website and a
53 corresponding customized view of said e-tailing
54 website web pages according to the method.

1 Claim 56 (new) The method of claim 55, wherein said
2 business system comprises said webserver.

1 Claim 57 (new) The method of claim 55, wherein one or
2 more of said items are products marketed as being affiliated
3 with and provided by said affinity organization.

1 Claim 58 (new) The method of claim 57, wherein said one
2 or more items are for pickup by the one or more of said users
3 who purchased said items at a location provided by the
4 affinity organization.

1 Claim 59 (new) The method of claim 55, wherein one or
2 more of said items are sent to a location provided by the
3 affinity organization for pickup by the one or more of said
4 users who purchased said items.

1 Claim 60 (new): The method of claim 59, wherein a
2 plurality of said items purchased by different ones of said
3 users are packaged together for shipping to said location for
4 pickup by said different ones of said users.

Amendments to the Claims

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1 Claim 61 (new): The method of claim 58, wherein a
2 plurality of said items purchased by different ones of said
3 users are packaged together for shipping to said location for
4 pickup by said different ones of said users.

1 Claim 62 (new) The method of claim 55, wherein said
2 creation information includes a desired domain name to be used
3 for said affinity organization website.

1 Claim 63 (new) The method of claim 55, further providing
2 the step of said business system providing an update feature,
3 wherein said member, using said member computer, can provide
4 update information to said business system via said
5 communication network, and wherein said business system then
6 updates one or both of one or more pages of said affinity
7 website web pages and one or more displayed pages of said e-
8 tailing website web pages using said update information.

1 Claim 64 (new): A method of promoting and selling items,
2 comprising the steps of:
3 a business system serving instructions to a member
4 computer, via a communications network, said
5 instructions for display to a member and for
6 requesting affinity-website creation information
7 from the member, wherein said serving instructions
8 includes a description of a plurality of website
9 templates from which the member can choose;
10 said member providing said creation information to said
11 member computer;
12 said member computer sending said creation information to
13 said server, via the communications network, in
14 response to said requesting, said creation
15 information including:
16 - a name of said affinity organization,

17 - information describing said affinity organization;
18 - a desired template chosen from said plurality of
19 website templates, and
20 - a desired domain name to be used for said affinity
21 organization website;
22 said business system automatically generating, based on
23 said creation information, a plurality of affinity
24 website web pages for an affinity website, also
25 based on said desired template, such that said
26 affinity website operates as a website representing
27 the affinity organization;
28 said business system providing an e-tailing web site
29 including a plurality of e-tailing web pages for
30 displaying information relating to items available
31 for purchase;
32 said business system automatically embedding a hyperlink
33 to one or more of said e-tailing web pages in one or
34 more of said affinity website web pages;
35 said business system serving said affinity website web
36 pages to users of a plurality of devices connected
37 to said communications network;
38 said business system serving said e-tailing web pages to
39 one or more of the users, wherein said e-tailing web
40 pages are then displayed utilizing said creation
41 information, such that said e-tailing web pages
42 appear to be an affinity organization e-tailing
43 website representing the affinity organization when
44 accessed via said embedded hyperlink;
45 said business system comprises modules for receiving and
46 processing orders for one or more of said items
47 chosen for purchase by the one or more of the users,
48 and still further wherein one or more of said items
49 are products marketed by said displayed e-tailing

50 web pages as being affiliated with and provided by
51 said affinity organization; and
52 said business system providing an update feature, wherein
53 said member, using said member computer, can provide
54 update information to said business system via said
55 communication network, and wherein said business
56 system then automatically updates one or both of one
57 or more pages of said affinity website web pages and
58 one or more displayed pages of said e-tailing
59 website web pages; wherein
60 said business system performs said method for a plurality
61 of additional affinity groups for providing each of
62 said additional affinity groups with a corresponding
63 affinity group website and a corresponding
64 customized view of said e-tailing website web pages
65 according to the method.

1 Claim 65 (new) The method of claim 64, wherein said one
2 or more items are sent to a location provided by the affinity
3 organization for pickup by the one or more of said users who
4 purchased said items.

1 Claim 66 (new): The method of claim 64, wherein said
2 affinity organization earns commissions through the sale of
3 said items or through advertisements displayed on said
4 affinity website web pages.